

# NOW AS NEVER BEFORE YOU NEED THE ENCYCLOPÆDIA BRITANNICA

**T**HE PAST TWO YEARS have brought a tremendous stimulus into every field of human thought and activity. In science, medicine, engineering, chemistry, physics, agriculture and aviation there have been epoch making discoveries and inventions. Art, painting, sculpture, music, literature and the drama have received their share of this new vigorous interest. There has been a marked renaissance of reading. The industries have felt the stimulus in the demand for greater production, although business has had to contend with serious problems of labor and finance. There has come a new and intensified interest in social service, education and a new spirit in religion. There is a greater interest than ever before in athletics, in sports and games. As a direct result of the war and the participation of the United States in world affairs, there has been aroused a great incentive to the study of history and of foreign countries, together with their peoples, government, political development, products, resources, exports and imports, customs and commerce.

## The Britannica Goes Hand in Hand With the Awakened World

The tremendous quickening of thought and activity puts upon every man and woman a great responsibility to understand the meaning of the present day developments in science, art, industry, economics and politics. The necessity for authoritative, comprehensive and unprejudiced information has never been so great. The Encyclopædia Britannica, known for 150 years as the standard authority and the greatest guide to accurate information among English speaking peoples, furnishes the foundation of knowledge most needed by the business man, the manufacturer, the worker in the industries, the scientist, exporter, importer, student of world affairs, the social worker and teacher.

## Are You Keeping Abreast of the Times?

What are you doing to keep abreast of these vigorous times? Do you understand the significance of these great discoveries and inventions and the tremendous progress being made in all branches of science? Can you read about these new discoveries and inventions—the new movements in art, religion, literature and drama with intelligence based on a general knowledge of these subjects?

Business and the industries of the nation have expanded tremendously during the past few years. Business has been facing new and strange conditions, endeavoring to get back to a normal basis. In this tremendous readjustment it has been the men with the broad foundation of knowledge who, as executives and workers in our industries, have been able to take the responsibility and have risen speedily to positions of greater power and greater remuneration. To the business man, manufacturer, the worker in the industries, the Britannica will furnish information of practical, helpful and comprehensive character, and furnish a knowledge which will give to the man a broader insight into his work and the problems of today.

## Gives You Information on Everything

No matter what you want to know—it may be information about your business or other businesses related to yours—it may be information you want as a result of discussions at your club or lodge, or information wanted in your home by your wife or children. Many subjects come up in the day's news in the papers and magazines, or in books you are reading. The Encyclopædia Britannica will give you just the information you want on every subject you can think of.

## World's Most Authoritative Work

The Britannica has had a long and enviable career, and has grown in authority and esteem from generation to generation until it occupies the position today as the great reference book, ahead of any other in any country or any language. It was published first in three volumes in 1768 and has appeared in eleven editions. It has had as its contributors a host of the greatest experts in the entire world throughout these 150 years. When you read an article in the Britannica, therefore, you feel confident that the information is reliable and authoritative, for the Britannica is the product of the wisest minds of the day, each a great specialist in the particular subject on which he is furnishing an article in the Britannica. These writers are either professors in our great universities here or abroad, or men and women who have acquired far advanced knowledge in their subjects, or, again, the great workers of the world who have achieved extraordinary success in their particular lines of work. You will be surprised how interesting are the articles in the Britannica and you will have many hours of recreation and pleasure from a set of this great work.

## What Is to Come?

Will wages continue high? Will underproduction and lack of labor prevent a panic? Will the cost of living fall abruptly? Is the fall of the Bolshevik regime in Russia imminent? Will Germany fulfill its peace treaty obligations? Will the world eventually become a vast socialist state?

By means of the extraordinary articles in the Encyclopædia Britannica on economics, industries, politics, government, labor and capital you will be able to obtain a clear insight into the problems of today. The Britannica will aid you to understand the issues brought up in the recent campaigns for President, on prohibition, on suffrage, on tariffs, on currency, waterways, transportation and on government ownership.

## A Treasure Chest of Knowledge

The Britannica is a complete library of knowledge on every subject. It discusses in a way that you can understand every branch of science, industry, literature, art, religion, inventions and engineering, history and race development, war and peace, architecture, astronomy, chemistry, sociology, education, steam, electricity, geology and geography, biography, law and physics. You and your family will find in the Britannica a liberal education. In answer to the hundred questions which every day come to your mind, and to your wife's and children's minds, it will tell you more about everything than you can get from any other source.

## The Britannica in Women's Affairs

The Encyclopædia Britannica gives to the woman fundamental information on politics, on economics, child welfare, domestic science, on foods and their relative values, on hygiene, sanitation, home decorations, furniture, rugs and furnishings. As an educational influence the Encyclopædia Britannica is supreme. As an aid to children in school it is indispensable to supplement, interpret and broaden their knowledge on the subjects which they are studying.

## Our Prices Are Extraordinarily Low

At the prices we are selling these sets you are getting an enormous book value. This is the complete latest edition of this famous Encyclopædia, of which there have been sold more than 200,000 sets. The Encyclopædia Britannica contains the almost incomprehensible total of 44,000,000 words, 30,000 pages (as many words and pages as 450 ordinary books). These sets of the Encyclopædia Britannica are printed on the genuine India paper about which you have heard so much. They are bound in the finest leathers obtainable. The workmanship is the best. Other materials used are the highest grade.

The Handy Volume issue is page for page, picture for picture and line for line the same as the original and expensive Cambridge University issue. The volumes of the Handy Volume issue weigh about half that of the volumes of the Cambridge University issue and are as easily held and read as the ordinary magazine. The sets of the Handy Volume issue are sold at about half the price of the Cambridge University issue. We are able to offer these sets at this extraordinary saving because of revolutionary methods of manufacture, wherein we save almost half in materials, and also in labor. This saving goes to the benefit of our customers, who are obtaining exactly the same contents as the big Cambridge University issue and in a more handy and lighter form.

## Printed on the Famous India Paper

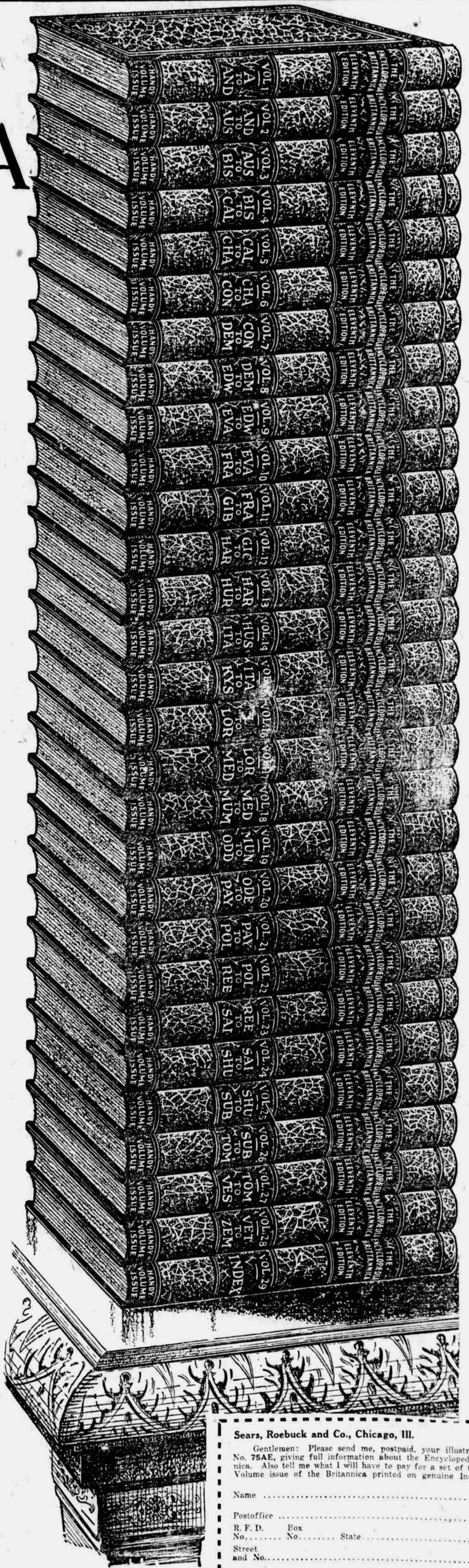
These sets are printed on the genuine India paper—the beautiful, light, strong, thin but opaque sheet which has proved an ideal medium on which to print the Encyclopædia Britannica, because it makes this great work more compact, much more convenient to handle and more inviting to read.

Stop and consider this wonderful bargain—this famous Encyclopædia Britannica which you probably have always wanted, in the tremendously popular Handy Volume form. Do not hesitate—invest in this Encyclopædia Britannica, which will repay you many times in dividends of knowledge and satisfaction.

## Send for Our Large Illustrated Booklet Describing These Sets

We have prepared a book with hundreds of halftones, larger than the ordinary magazine, describing carefully this great Encyclopædia and what it will mean to you and yours to have this work in your home. It is sent free and postpaid. Please fill out the coupon at right and mail to us at once.

*If you are ready to subscribe now, write an order on a piece of paper and mail with a dollar bill, and we will give your order prompt attention.*



**\$ 1.00**  
DOWN  
**29 Volumes**  
**44,000,000 Words**  
**30,000 Pages**  
**15,000 Illustrations**  
**500,000 References**  
**Complete Latest Edition**

Balance in Small Monthly Payments

**Sears, Roebuck and Co., Chicago**

Sears, Roebuck and Co., Chicago, Ill.

Gentlemen: Please send me, postpaid, your illustrated book No. 75AE, giving full information about the Encyclopædia Britannica. Also tell me what I will have to pay for a set of the Handy Volume issue of the Britannica printed on genuine India paper.

Name .....

Postoffice .....

R. F. D. Box No. .... State .....

Street and No. ....